

The Florida Chiropractic Association has a 5-event calendar for 2021 and, as a confirmed exhibitor, you can increase your reach and brand exposure by becoming an event sponsor.

As an event sponsor, your company receives exclusive benefits and substantial savings on event program offerings. The included pages provides a simple side-by-side comparison of the varying sponsorship levels for our Regional events. National sponsorship info is provided separately (see below).

**Good to Know:** We encourage sponsors to contribute to the FCA's Political Action Committee or [ChiroPAC](#). Contributing companies are invited to the event's Political Reception, where your company will be recognized as a sponsor to attending political leaders and doctors.

	<p><b>February 4-6, 2021</b> Sheraton PCB Golf Resort in Panama City Beach, FL 250 Attendees Estimated, 30 Exhibits <b>Deadline: January 18, 2021</b></p>	<p>___\$2,655 – Bronze Level ___\$5,285 – Silver Level ___\$7,020 – Gold Level</p>
	<p><b>March 25-27 2021</b> World Golf Village in St. Augustine, FL 275 Attendees Estimated, 30 Exhibits <b>Deadline: February 28, 2021</b></p>	<p>___\$2,581 – Bronze Level ___\$5,135 – Silver Level ___\$6,910 – Gold Level</p>
	<p><b>June 24-26, 2021</b> Trump National Doral in Miami, FL 375 Attendees Estimated, 55+ Exhibits <b>Deadline: May 4, 2021</b></p>	<p>___\$3,030 – Bronze Level ___\$6,067 – Silver Level ___\$8,404 – Gold Level</p>
	<p><b>August 26-29, 2021</b> The National by FCA 1,620 to 2,200 Attendees Estimated 316 Exhibits <b>Deadline: June 4, 2021</b></p>	<p>Click <a href="#">HERE</a> for pricing and sponsor form for this event.</p>
	<p><b>November 18-20, 2021</b> Naples Grande Beach Resort in Naples, FL 375 Attendees Estimated, 60 Exhibits <b>Deadline: October 1, 2021</b></p>	<p>___\$3,179 – Bronze Level ___\$6,122 – Silver Level ___\$8,507 – Gold Level</p>

Please mark your sponsorship selection(s) above, complete the contact information and return to Heather Weber, FCA Coordinator. From this information, a sponsorship acceptance form will be created and forwarded to you.

**Company Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Date:** \_\_\_\_\_



# FCA Regional Conventions 2021

## Sponsorship Opportunities

LIST OF ENTITLEMENTS	BRONZE	SILVER	GOLD
Number of <b>exhibit space(s)</b> included.	1 Exhibit Space Included	1 Exhibit Space Included	1 Exhibit Space Included
<b>PRE-EVENT ITEMS</b>			
<p><b>Priority given to sponsors for additional space needs</b> - for receptions, lunch &amp; learns, etc. Request for ancillary functions must first go through the FCA. Function space would be provided complimentary with no food/beverage minimums - <u>provided space is available</u>. Once confirmed, FCA will connect you with the appropriate hotel contact to make further arrangements. <b>**Limited availability.</b></p>	✓	✓	✓
Company logo with website link to be included in the attendee registration <b>confirmation email</b> - <u>50% open rate</u> .	✓	✓	✓
<b>Social media</b> exposure of company through FCA via Facebook, Twitter, and/or Instagram.	✓	✓	✓
Linked <b>web banner</b> on www.thenationalchiro.com website - company provided.	✓	✓	✓
<b>Pre-event digital brochure</b> to include sponsor recognition on front cover + company provided write-up and logo featured in the sponsor section. The brochure will be emailed to 9,000 (25% open rate). In addition, a pop-up will appear on thenationalchiro.com website directing attendees to the brochure.	75-word write-up	100-word write-up	150-word write-up
<b>Ad in the pre-event digital brochure</b> emailed to approximately 9,000 (25% open rate).		HALF PAGE	FULL PAGE
<b>Sponsor exclusive e-blast</b> - take this opportunity to invite attendees to sit-in on your speaker's session (if applicable), advertise show specials, prizes, and give-aways. Please see notes to the right for more info.		All Silver Sponsors included in same email or with mixed content - sent approx. 3 weeks out	Stand alone email - sent approx. 1.5 weeks out

	BRONZE	SILVER	GOLD
Attendee list provided 2-weeks out from the event (USPS Info ONLY).			✓
<b>ONSITE ITEMS</b>			
Sponsor designation sign displayed at your exhibit space.	✓	✓	✓
Participation in the Cash Program - registered DCs are provided with a Cash Card listing sponsors and their booth numbers. Card must be stamped by all sponsors in order to be eligible to win one of three cash prizes. Plus, one sponsor wins back their investment in the program. Drawings will take place in the expo hall Saturday from 5-6pm.	✓	✓	✓
Onsite show guide to include sponsorship recognition on the front cover.	✓	✓	✓
Category listings in the onsite show guide - your company name listed under the product/service category(s) of your choice. Listing to include company name, booth number, phone and website.	1 Listing	3 Listings	5 Listings
Booth location designated on the floor plan in the onsite show guide.	✓	✓	✓
Ad in the onsite show guide		HALF PAGE	FULL PAGE
Sponsorship recognition of Hospitality Stations (HS) - HS to provide coffee each morning in the exhibit hall. On Saturday night, during the Presidential Reception, the HS offers an open bar between 5-6pm.		✓	✓
One Lead retrieval scanner device provided so you can capture important leads from the event. Device has the option to include reason codes & notes. List of leads are available 24 hours post-event. This service is provided by our third-party provider FAS Leadtrax.		✓	✓
WiFi Sponsor - recognition provided on showguide cover, signage at registration and attendance desks, and on (1) presentation slide at each lecture. Company name used as either Network Name and/or Password.			✓

	BRONZE	SILVER	GOLD
<b>Hotel Keycard</b> - FCA designed keycard to include sponsor logo, booth number and short message to be provided by sponsor.			✓
<b>Company provided 60-second commercial</b> to play in the minutes prior to the largest attended session(s) throughout the event. Commercial to play each morning just prior to the panel sessions at 8am. The panel sessions are the largest attended session at the events.			✓
<b>POST-EVENT ITEMS</b>			
<b>Post-event email</b> thanking our attendees for joining us at the event - to include sponsor logo and contact info (20% open rate).	✓	✓	✓
<b>Final attendee list</b> provided 1-week post event (USPS Info)	✓	✓	✓